

Education Through Radio

FREP Contract # 94-0517

Project Leader

Patrick Cavanaugh

Objective

Use radio as a mean to educate growers on the safe and effective use of N fertilizers

Summary

A series of radio reports was produced utilizing the latest findings by the FREP-sponsored research projects. The reports were based on interviews with the researchers and others in the industry, especially growers who have had success with the latest findings. Nearly all the reports focused on the effective use of N fertilizers. A toll-free number was set up and broadcast with each segment of the series to encourage listeners to call for more information on FREP or the topic discussed in the series.